

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2014-2015**

COURSE : 3<sup>RD</sup> Semester of M.Sc. in HA  
SPECIALISATION : Sales & Marketing  
SUBJECT : Marketing Services & Consumer Behaviour  
TIME ALLOWED : 03 Hours MAX. MARKS: 100

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(Marks allotted to each question are given in brackets)

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Q.1. Choose the correct option:

- (i) The customer delight is a function of many components:
- (a) Unexpectedly high levels of performance
  - (b) Arousal (surprise or excitement)
  - (c) Being happy or joyful
  - (d) All of the above
- (ii) The incentives offered to the customers and intermediaries to stipulate quicker or greater purchase is known as \_\_\_\_\_.
- (a) Sales promotion
  - (b) Process focus
  - (c) Selling point
  - (d) All of the above
- (iii) Which of these would be the highest in experience attributes:
- (a) Haircut
  - (b) Perception
  - (c) Loyalty
  - (d) All of the above
- (iv) Demographic segmentation includes:
- (a) Age
  - (b) Gender
  - (c) Marital status
  - (d) All of the above

- (v) Which of the following stages of family life cycle includes:
- (a) Similar phases
  - (b) Bachelorhood
  - (c) Discovery
  - (d) None of the above
- (vi) VALS is an acronym for:
- (a) Value addition
  - (b) Value and living
  - (c) Values and Lifestyles
  - (d) None of the above
- (vii) If an individual buys a car for his/her own comfort and enjoyment, it is associated with \_\_\_\_\_ needs.
- (a) Extrinsic needs
  - (b) Intrinsic needs
  - (c) None of the above
  - (d) A and B both
- (viii) \_\_\_\_\_ are needs that we learn in response to our culture or environment. This may include needs for self-esteem, prestige, power etc.
- (a) Motivation
  - (b) Learning
  - (c) Acquired needs
  - (d) None of the above
- (ix) Consumer behaviour comprise of the entire spectrum of activities and processes which individual engage in while:
- (a) Buying of the goods and services
  - (b) Using of the goods and services
  - (c) Disposing of the goods and services
  - (d) All of the above
- (x) Groups that a person refers to, and identifies with, to the extent that the group becomes a norm or standard is known as \_\_\_\_\_:
- (a) Health club
  - (b) Primary group
  - (c) Reference group
  - (d) None of the above

(10x1=10)

- Q.2. Explain the following (**any two**):
- (a) Process
  - (b) Physical evidence
  - (c) Customer delight
- (2x5=10)
- Q.3. Write short notes on the following (**any two**):
- (a) Zone of tolerance
  - (b) Moments of truth
  - (c) Word-of-mouth communication
- (2x5=10)
- Q.4. Define the role of technology in changing the nature of customer service and service offerings leading to a major shift in the consumer behaviour.
- (10)
- Q.5. "A service is rented rather than owned". Explain what does this statement means and use examples to support your answer?
- (10)
- Q.6. Explain the hospitality-related service elements and how does the quality of hospitality services offered by a firm plays an important role in determining customer satisfaction.
- (10)
- Q.7. Comment on the importance of tourism industry. Choose a tourism promotion for a city, region, state or country and discuss the media used, target audience and the benefits the destination offers.
- (10)
- Q.8. Elaborate the expanded Marketing Mix for services. Discuss why each of the three new Marketing Mix is included and how each of these communicate or help to satisfy organisation's customers?
- OR**
- Elaborate technology's critical impact on the Gaps Model of the Service Quality. Explain with examples.
- (10)

Q.9. Out of the three status-related-variables i.e. Occupation, Education and Income, which would be the most appropriate segmentation basis for:

- (a) Expense vacation
- (b) Fat-free foods

**OR**

- (a) Smart phones
- (b) Health clubs

(5+5=10)

Q.10. Define Culture and Sub-culture. How the cultural values can be a basis of market segmentation for Clothing and Accessories?

**OR**

Mention **five** stages of family life cycle. Which stage constitutes the most suitable marketing segment (s) for the following:

- (a) Kitchen appliances
- (b) Mutual funds

(5+5=10)

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